

EXHIBIT AS GOOD AS ANY IN THE EAST

C. A. Gilbert, western district manager of the United States Tire company, is in Salt Lake visiting the local branch. When seen yesterday he expressed himself as being entirely satisfied with local conditions, and said that the automobile dealers of the city were to be congratulated on the automobile show held during the past week.

Commenting on the show and business conditions in the tire industry, he said:

I have attended a great many automobile shows throughout the United States, and the arrangement of your local show was certainly as unique and attractive as any show which has been held this year. There were the usual new features brought out at the show that usually originate among the local dealers.

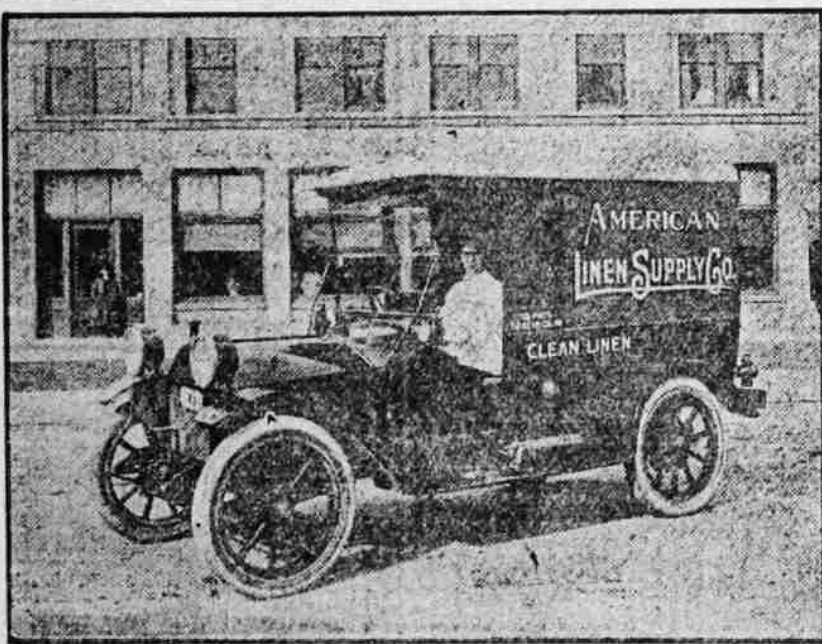
From the number of out of town dealers who have visited our branch the past week leads me to believe that the show was a thorough success from every point of view.

I was told by the management that the attendance was larger than they anticipated, which is gratifying from a management standpoint, but on the other hand, dealers exhibiting have got to pronounce the show satisfactory from their point of view, and every dealer with whom I talked satisfied me that all had done a nice business on every make of car.

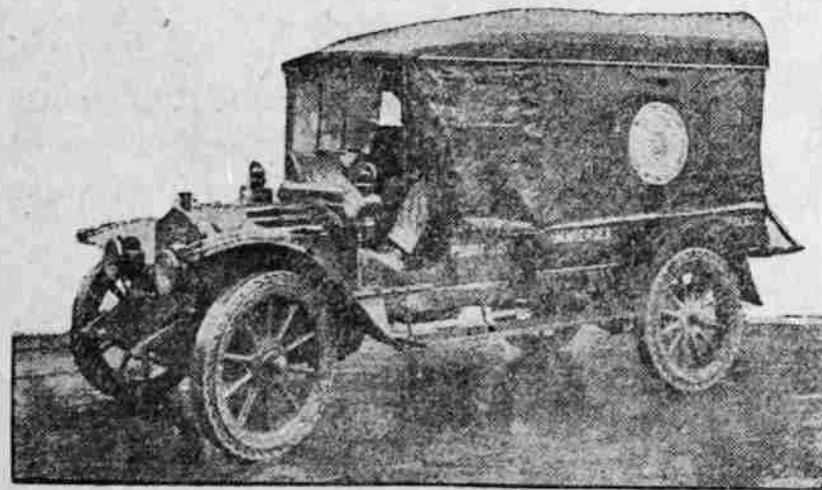
Mr. Theobald, our resident manager, convinced me from the number of orders secured from out of town dealers that last week was the local branches' banner week, and this particularly applies to the sales on our Nobby tread.



A. H. Meredith, Meredith Motor & Bicycle company.

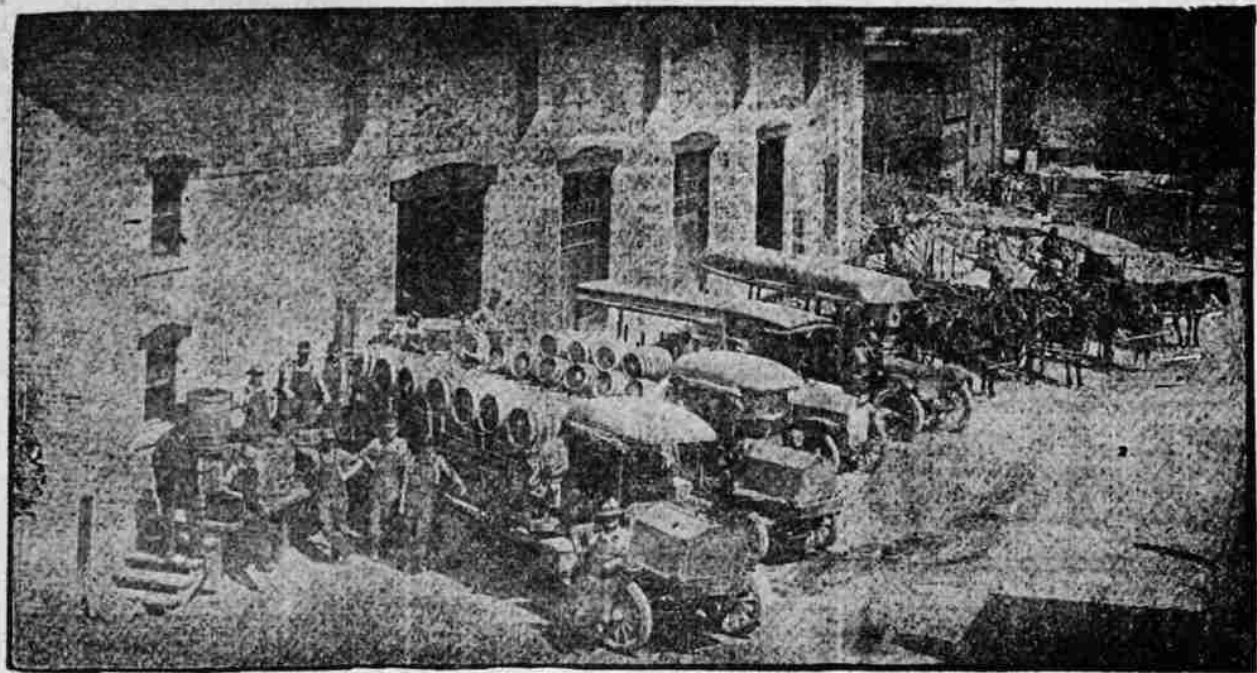


Highly efficient delivery service is provided by the American Linen Supply company through its Hupmobile delivery wagon, shown in the above picture. The American Linen Supply company has two delivery cars, the other being a Studebaker. Both are giving great satisfaction and a member of the firm declared yesterday that the automobile delivery service was the only thing which the company would now think of using.



Few pedestrians or automobilists on the downtown streets have not noticed the White truck which is used by the Bamberger electric for express delivery service. It is in constant use every week day and has traveled thousands of miles through the streets of Salt Lake in handling the rapidly increasing express business which the company is doing locally between Salt Lake, Ogden and the towns along the line.

One Truck Equal to Four Men and Twelve Horses, Says Wagener Brewing Co.'s Manager



The H. Wagener Brewing company was the first firm in Salt Lake to put a truck in service on our city streets. They now have four trucks in use, besides several teams. We have two 3-ton Packards, one 1½-ton White, one

1-ton Vellie. All are showing good results, though the large trucks which cover great distances show largest savings in haul.

We believe for average work the truck will show saving over horses and

that it is only a question of time when most of the work done by horses will be handled by the truck.

We claim the best delivery service in the city.

Order before 11; auto delivers before 7.

MOTORCYCLE SALES HAVE BIG INCREASE

Modern in every respect is the equipment installed by the Bicycle Supply company, which firm has just moved from 64 West Broadway to its spacious new headquarters at 348 South State street.

According to C. W. Brewer, manager of the Bicycle Supply company, the sales during the present auto show far exceeded the expectations. Mr. Brewer makes a specialty of handling the Excelsior motorcycle and such accessories, including magneto, carburetors, brakes, chains and saddles, as are necessary to make up a thoroughly modern business.

Everything in connection with the new headquarters of the company is strictly up to date. One feature that has been installed by the company is a service station for the benefit of customers. This service includes the care of all Excelsior cars by a thoroughly competent mechanic. As to supplies, the Bicycle Supply company has in stock anything that may be required for motorcycles and bicycles.

One of the great features of the Excelsior motorcycle is the two-speed gear, which eliminates all well-known clutch and gear troubles. So great has been the demand for these modern cars that orders are being rushed through from the factory for the local trade with all possible haste. According to a wire re-

ceived today from the factory by Mr. Brewer, a carload of machines left Wednesday for Salt Lake City.

In addition to the Excelsior motorcycle the company handles a complete line of bicycles, including the well-known Excelsior and Pierce wheels. Two carloads of these wheels have just been received. The display at the auto show attracted unusual attention. On display, in addition to the Excelsior motorcycle and bicycles is an excellent display of various parts of machines.

The 1914 Excelsior motorcycle is built in seven distinct models, each being designed to meet some specific requirement. Another feature of this machine is that the rider is enabled to instantly control the speed, come to a full stop and restart without removing his hands from the grips. This feature is particularly advantageous when the rider is passing through congested thoroughfares or sandy and rough roads. The lines of the Excelsior are also especially commendable. The machine is finished in Excelsior gray with red panels and maroon border and gold striping. All exposed metal in this machine, with the exception of the crank case, is heavily nickel-plated and buffed.

PETTY HEADLIGHTS ATTRACT ATTENTION

Petty dirigible headlights attracted as much if not more attention than the majority of new equipments on exhibition at the auto show. From morning to night crowds may be seen inspecting the new patent, and wondering why some one had not thought of the idea of such an attraction heretofore.

During Thursday and Friday several cars were sold at the show, in each case the deal for the purchase hanging on the installation of Petty headlights.

Those in charge of the display were enthusiastic over the outlook for the Petty headlight, and are exceptionally well pleased with the showing made during the week at the exhibition.



Mat Warden, Bertram Motor Supply company.



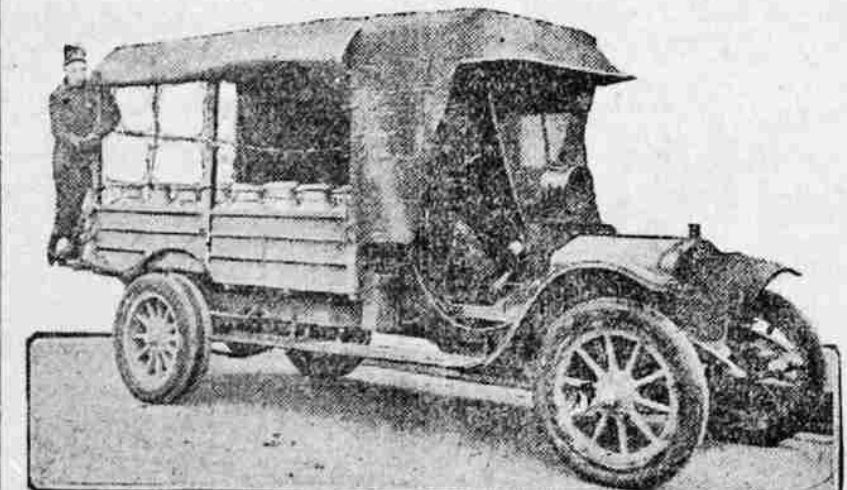
B. M. Anderson, Culmer Oil company.

SUCTION CLEANERS DID GREAT WORK

There was one modest little battery of "automobiles" at the show last week which was busy every minute and which did a great service in keeping the showroom in the "spick and span" condition which it invariably had. That battery was a battery of Hoover Suction Sweepers. These handy little vacuum cleaners were used entirely in keeping the floors cleaned—and they did the job remarkably well.

C. F. Giese, the local agent for the Hoover, was the owner of the machines used at the show. Mr. Giese was on hand to superintend the operation of the machines. They attracted perhaps more attention from the women visitors at the show than the automobiles did. As a direct result of the practical demonstrations made there with the Hoover, Mr. Giese has sold a number of them to local housekeepers.

The Hoover is a compact little machine, running on two wheels, and is about the size of an ordinary old-fashioned carpet sweeper. A bag attached to the handle holds the dirt picked up by the machine. The Hoover has many exclusive features, among them being the soft hair brush which revolves just inside the opening where the suction operation takes place. In cleaning carpets the part directly under the machine is lifted up by the vacuum and then brushed, thus insuring a thorough cleaning for every inch of the carpet. Attachments are provided for cleaning walls and draperies.



Probably no dairy has better and more complete service for its patrons than the Clover Leaf dairy. A White truck is the answer. Wholesale and retail quantities of its pasteurized milk and cream are delivered throughout the city and vicinity with promptness and dispatch through the use of the White truck, which the concern considers as an indispensable part of its business equipment.



To Prospective Buyers:

During the fiscal year closing June last 5168 persons were saved from watery grave. The greatest number ever endangered and the least loss of life only 73 persons. Wireless did it.

And still, with all our wireless, all our electric flatirons, sleeping blankets, etc., etc., a competitor said the other day that the Cadillac electric carburetor heater wasn't practical.

His declaration fell flat, however, as he happened to be enlightening the same fellow whom he told two years ago that the Cadillac electric starter wouldn't work. He broke his pick when he made that prediction, and if he had had good sense he'd leave the Cadillac out of the discussion entirely. Isn't competing with the Cadillac. Why does he mention it in comparison?

Just think what we would have to do to the Cadillac to put it in the class of an ordinary car. We'd have to tear that double direct-drive axle out, pull that electric carburetor heater, remove the automatic spark control, take copper jackets off the cylinders, pull out two of our five engine bearings, put on smaller, lighter brakes, thinner, weaker frame, and put in tin bodies instead of rolled steel.

No doubt the Cadillac Company could do these things and accomplish great saving in material and expense.

The same brain is building the 1914 Cadillac that built the first practical long-lived automobile the world ever knew.

Very truly yours,

Sharman Automobile Company

43-51 WEST FOURTH SOUTH ST.

SAFETY FIRST



This shows how the five thick, tough Goodrich rubber fingers of the Goodrich Safety Tread dig right down and grip and hold the roadway.

They give you better service, longer wear and lower-cost mileage because of the extra thickness of tough Goodrich rubber at the point of contact with the road.

They give you all this because of Goodrich quality in the tire, where quality has to be to insure Safety First for you. It is the quality of Goodrich Tires which makes them the standard by which all high-grade tires are judged.

And this makes the purchase of Goodrich Tires a wise purchase in addition to the money-saving feature—because you never bought better tires than you get in Goodrich this year—yes, nor as good.

Don't pay more than the prices named below for the accepted standard non-skid and smooth tread tires:

Size	Smooth Tread Prices	Safety Tread Prices	Grey Inner Tube Prices	Size	Smooth Tread Prices	Safety Tread Prices	Grey Inner Tube Prices
30x3	\$11.70	\$12.65	\$2.80	34x4	\$33.00	\$35.00	\$6.15
30x3½	15.75	17.00	3.50	35x4½	34.00	36.05	6.30
32x3½	16.75	18.10	3.70	36x4½	35.00	37.10	6.45
33x4	23.55	25.25	4.75	37x5	41.05	44.45	7.70
34x4	24.35	26.05	4.90	38x5½	54.00	57.30	8.35



The B. F. Goodrich Rubber Company
Salt Lake City Branch, 128 So. State St.

Factories: Akron, Ohio Branches in All Principal Cities

There is nothing in Goodrich Advertising that is not in Goodrich Goods

The Tribune Gives Your Wants the Largest Circulation